

ENTREPRENEURSHIP—SEMESTER PERFORMANCE OBJECTIVES

REQUIRED PERFORMANCE OBJECTIVE (Choose only 1)

- _____ Design, conduct and assess a primary market survey for a business or school-based enterprise.
- _____ Create a business plan for a business. (*Recommended to utilize DECA or FBLA formats*)

ADDITIONAL PERFORMANCES (*Must complete 1 activity in each Performance Objective category for a total of 4.*)
*A comprehensive list of ideas have been included for each objective, however teachers may create their own activities to satisfy the objective. Some activities work for multiple objectives and can be switched as long as a **total of 4** unique activities are completed.*

Objective 1: **Students must demonstrate the fundamentals of professional communication, utilizing proper grammar, vocabulary, and writing skills.**

- _____ Research and write a historical entrepreneur report.
- _____ Read a business, financial management, or leadership book and write a professional book report.
- _____ Research and write a report on an existing franchise opportunity.
- _____ Compile a report on an international market and/or its business opportunities and/or restrictions.
- _____ Create professional marketing or promotional tool (poster, brochure, ad, flyer, etc) for business or school store.
- _____ Professionally design a creative and usable website for school or business (must include 3 pages minimum, and 2 links).
- _____ Participate in an oral presentation in the classroom or through a DECA/FBLA competition. A Slide show or written report must accompany the verbal presentation.
- _____ Utilizing proper format, type 4 different business letters; a persuasive letter, a thank you letter, a "bad-news" letter, and a document providing directions for completing a task.
- _____ Other: _____

Objective 2: **Students must demonstrate entrepreneurial traits, skills, and attitudes.**

- _____ Complete a personal trait assessment to learn their aptitude for starting a business, and to evaluate their strengths and weaknesses.
- _____ Complete a personality test to determine motivation, behavior, and attitude factors that student possesses.
- _____ Demonstrate networking skills at a Chamber of Commerce meeting or other organization of professionals (i.e., Rotary Club, Lion's Club, Toastmasters, Utah Advertising Federation, Leadership Conference, Economic Summit, Board of Realtors, etc).
- _____ Participate in an organized charity event (2 hours minimum) to demonstrate social responsibility.
- _____ Take an active role in planning, organizing, controlling, and providing leadership for an event.
- _____ Other: _____

Objective 3: **Students must demonstrate ability to utilize financial skills.**

- _____ Create a personal budget for one month.
- _____ Attend a financial management workshop.
- _____ Reconcile a bank statement.
- _____ Purchase and track inventory for business or school store.
- _____ Create a Cash Flow Statement for a business and calculate the breakeven point.
- _____ Create an Income Statement for a business as part of the "required" business plan.
- _____ Research available financial sources and write a comparative report on ways to finance business.
- _____ Research investments and track them weekly for a period of one month (i.e., The Stock Market Game)
- _____ Other: _____
- _____ Complete a loan application and study a credit report.
- _____ Prepare a tax return.
- _____ Prepare an Aging Report of business' account receivables.

Objective 4: **Students must demonstrate professional career skills.**

- _____ Create a career portfolio. (6 pages minimum)
- _____ Create a professional resume.
- _____ Write a professional cover letter, procure 2 "Letters of Recommendation," and complete a job application.
- _____ Complete an interview for a job, a scholarship, or leadership position in a club or student organization.
- _____ Attend a Workforce Services workshop, a career-building or management seminar and write an evaluative report.
- _____ Attend a trade show or Business Expo and write a comparative analysis on similar products/services found.
- _____ Other: _____

ENTREPRENEURSHIP—SEMESTER

(CIP Code 08.0301)

PERFORMANCE OBJECTIVES

*Teachers: Please indicate by check mark if student has completed the performance competency by a minimum of 80%.
Must complete 1 "Required" Performance Objective and 4 additional Objectives—1 in each Objective category—
in order to receive credit for passing the state exam.*

Student Name: _____ **Period:** _____ **Date:** _____

REQUIRED PERFORMANCE OBJECTIVE *(Choose only 1)*

_____ Design, conduct and assess a primary market survey for a business or school-based enterprise.

_____ Create a business plan for a business. *(Recommended to utilize DECA or FBLA formats)*

ADDITIONAL PERFORMANCES *(Must complete 1 activity in each Performance Objective category for a total of 4.)*

_____ **Objective 1:** Students must demonstrate the fundamentals of professional communication, utilizing proper grammar, vocabulary, and writing skills.

_____ **Objective 2:** Students must demonstrate entrepreneurial traits, skills, and attitudes.

_____ **Objective 3:** Students must demonstrate ability to utilize financial skills.

_____ **Objective 4:** Students must demonstrate professional career skills.

Teacher Signature: _____ **Date:** _____

Student Signature: _____ **Date:** _____